Consumer Confusion Shopping in E-Commerce

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ABSTRACT

The growth of the digital trading industry in Indonesia is rapid and strategically significant for the economy. However, this growth also presents challenges, specifically consumer confusion when shopping online. This study aims to identify factors causing consumer confusion, determine the most dominant factor, and formulate strategies to mitigate this confusion. The main factors identified are excessive product choices, product similarities, and ambiguous or overwhelming information. Such confusion negatively affects consumer trust and satisfaction, influencing their purchasing decisions. Strategies proposed to reduce confusion include clarifying product information, simplifying choices, and enhancing communication between sellers and buyers. These findings offer practical benefits for digital businesses aiming to improve service quality and consumer shopping experiences.

KEYWORDS	Consumer confusion, E-commerce, Consumer trust

INTRODUCTION

Today, the digital trading industry has become one of the largest sectors of the rapidly growing economy. This development encourages the widespread use of digital marketing in various ecommerce platforms (Akampurira & Sam, 2025; Shiller, 2025; GoGlobe, 2024). As many as 70% of consumers show a preference for online shopping due to the practicality, personalization, and convenience offered by digital platforms (Shiller, 2025; Akampurira & Sam, 2025; GoGlobe, 2024). Digital marketing plays the role of a public service, allowing consumers to choose, order, and receive goods without direct contact, an innovation that is very relevant in the digital era (Shiller, 2025; Akampurira & Sam, 2025; GoGlobe, 2024).

People are increasingly choosing digital channels because they offer time and cost efficiency, as well as a wide range of product options at competitive prices (Shiller, 2025; GoGlobe, 2024; Akampurira & Sam, 2025). However, fierce competition creates the phenomenon of consumer confusion, where consumers have difficulty processing the number of choices, similar brands, and the complexity of information (GoGlobe, 2024; Shiller, 2025; Chauhan et al., 2022). Overchoice, i.e. too many product choices, also contributes to consumer confusion in making decisions (Chernev et al., 2015; Shiller, 2025; GoGlobe, 2024).

Confusion arises due to the individual's inability to absorb and process all stimuli from the digital environment (Speier et al., 1999; Chauhan et al., 2022; Wikipedia, 2024). When entering this condition, consumers tend not to make rational decisions, as their cognitive abilities are limited (Speier et al., 1999; Toffler, 1970; Wikipedia, 2024). As a result, they find it difficult to interpret product attributes e.g., quality, price, and benefits because too many stimuli have to be processed in a short span of time (Chauhan et al., 2022; Speier et al., 1999; Wikipedia, 2024).

In the context of corporate marketing, the marketing function as a mediator between producers and consumers is crucial to direct and simplify information (Akampurira & Sam, 2025; GoGlobe, 2024; Shiller, 2025). But unfortunately, certain marketing techniques have

the potential to mislead consumers if not carefully designed (Mathur et al., 2019; Chauhan et al., 2022; Wikipedia, 2024). Therefore, a marketing strategy is needed that is not only aesthetically appealing, but also conveys information clearly, honestly, and easily understandable to build a positive image and credibility (Akampurira & Sam, 2025; Mathur et al., 2019; GoGlobe, 2024).

With the background that has been described, the researcher is interested in discussing this topic in a report entitled Consumer Confusion Shopping in E-Commerce. Based on this background, the researcher formulated several problems, namely: first, the factors that cause consumer confusion in digital marketing provided by business people; Second, of these factors, which factor is the dominant cause of consumer confusion; and third, strategies to reduce such confusion.

This assignment aims to gain experience and knowledge regarding the management of the current digital era in Indonesia. The learning process is carried out directly by observing stores that use digital marketing, including to find out how digital marketing actors provide information and how consumer confusion affects digital marketing actors and users.

Based on these goals, researchers also obtain benefits that are not directly found in college. The benefits obtained during the observation include: the researcher can observe and analyze consumer confusion in the services provided by the seller; The results of the task discussion are expected to be input for business people in improving the quality of service to consumers and maintaining the harmony of the company's relationship with business partners and consumers to establish good cooperation; And this assignment is expected to add reading material for readers and provide an understanding of consumer confusion when absorbing information and making purchases.

RESULTS AND DISCUSSION

Digital Marketing Management is the management and tracking of all marketing campaigns that use digital devices. Businesses are leveraging digital channels, for example, search engines, social media, email, and various websites to connect with current and potential consumers using digital marketing.

Conventional marketing is difficult to track and measure its effectiveness. It is also difficult to reach a wider audience. However, with the development of marketing using digital, it has become easier for manufacturers to identify and reach audiences. Not only that, producers can target audiences with specific goals to provide more specific results.

Digital marketing also empowers manufacturers to conduct the necessary research to identify buyer needs and allow manufacturers to refine their marketing strategies after some time. This is done to ensure that manufacturers reach the audience most likely to buy. Digital marketing also helps manufacturers in marketing their products to a wider target audience.

Of course, every change is made in accordance with the necessary digital era. Some concepts that can be applied to understand the meaning of marketing management in the digital era. Here are some of them:

1. Production management. The concept of production management is a concept that reduces production costs as much as possible to get more profits. By producing as much production as possible that will be sold.

2. Product concept. The company focuses on providing the best products to be provided to consumers. Of course, consumers will be satisfied with a good product and they will become loyal to the company's products. This concept will be suitable if manufacturers target the middle to upper market who are more concerned with good product quality without caring about price. Because of course, if you focus on product quality, the products produced will also have expensive prices.

3. Sales concept. Attracting customers is an attractive sales system. Manufacturers will do many ways related to the sales process so that consumers want to buy their products. By providing discounts to consumers is an example of a sales concept, this can be done well even if it does not always work. Usually, this concept is mostly done by *e-commerce* that sells digitally.

4. Marketing concepts. Commonly referred to as the marketing concept, this concept focuses on what the target market needs. This concept does tend to have loyal customers and last for a long time. It's just that producers have to arrange so that their target market is from the middle to upper class.

    Because it owns a product and uses the concept of marketing to market the product, it means that the manufacturer depends on the needs of the consumer.

5. Social concepts. Social concepts or social marketing concepts are marketing concepts that focus on the social impact that occurs. Manufacturers believe that consumers will be satisfied with products that have a positive social impact on the environment.

    Whatever marketing concept that manufacturers do, it will be easier if the manufacturer understands the product and the target market. By marketing products appropriately, business will be easier and smoother.

    Digital marketing is a marketing or promotion activity of a product using digital or the internet. Aiming to attract consumers and potential consumers quickly. The acceptance of technology and the internet in society is very wide, so it is not surprising that digital marketing activities are the main choice by manufacturers.

    As a result, manufacturers compete with each other to create compelling content to display in their marketing in cyberspace. Some examples of marketing techniques included in digital marketing are SEO (*Search Engine Optimization*), *online advertising* such as Facebook, Instagram, Tiktok, Line, and *Google Ads*, print media promotion, television and radio advertising, electronic billboards, email marketing, *mobile marketing*, and others

    The definition of digital marketing according to experts;

1. Ridwan Sanjaya & Josua Tarigan (2009). Digital marketing is a marketing activity including branding that uses various media. For example, Blogs, Websites, E-mail, Adwords, and various kinds of social media networks.

2. Kleindl and Burrow (2005). The definition of digital marketing is a process of planning and implementing concepts, ideas, prices, promotions and distribution. In simple terms, it can be interpreted as the development and maintenance of a mutually beneficial relationship between consumers and producers.

3. Heidrick & Struggles (2009). Digital marketing uses the development of the digital world to do advertising that is not heralded directly but has a very influential effect.

The large number of digital marketing used by manufacturers proves that digital marketing has many advantages and benefits that can be obtained. The advantages of digital marketing compared to conventional marketing are:

1. Speed of deployment. Marketing strategies using digital media can be done very quickly, even in a matter of seconds. In addition, DM can also be measured in *real-time* and precisely.
2. Ease of evaluation. By using *online media*, the results of marketing activities can be known immediately. Information such as how long the product was watched, how many people viewed the product, what percentage of sales conversions from each ad and so on. From this information, the manufacturer conducts an evaluation. Which ads are good and bad.
3. Wider reach. The next advantage is the wide geographical reach of DM. Manufacturers can spread products around the world with just a few easy steps by utilizing the internet.
4. Cheap and effective. Compared to traditional marketing, of course, digital marketing is much cheaper and more effective. Budget costs can be saved up to 40%, according to Gartner's Digital Marketing Spend Report. In addition, the survey also shows that 28% of small entrepreneurs will move to digital because it has proven to be more effective.
5. Build a product name. Digital marketing helps manufacturers build product names well. The existence of a cyber world with the existence of a product is very important, because people will do *an online* search before buying a product.

    According to Michael Chrisyanto (Co-Founder of Eatlah), branding plays a very important role in business and according to him, branding must be visionary and sustainable. In managing this, of course, convenience and quick solutions are needed in terms of business finances.

To start digital media marketing, there are several things that need to be prepared by manufacturers, including;

1. Set up the tools you use to do marketing. Such as *websites*, social media accounts, *brand* and product identities, blog posts, online footprints (reviews, customer feedback, etc.). ini are assets for manufacturers, so they must be taken care of properly.
2. Prepare attention-grabbing and *shareable* content. Content can be photos, videos, writings or anything else. Producers must define marketing goals and target markets tailored to the content.
3. Producers can start uploading and then evaluating each upload on each social media they have. Determine which ones provide *feedback* and focus on a few assets that provide good *feedback* for the manufacturer's business.
4. Log in and join the *public marketplace forum*. Try to have a good business profile, because it will affect the brand image.

After preparing everything related to digital media marketing preparation. There is something no less important, namely digital marketing strategies.

1. *Search Engine Optimization* (SEO). SEO is an effort to optimize a site to get the top ranking of search results. To rank top, manufacturers need to understand how search engine systems work. Media that can be used such as websites, blogs and infographics.
2. Content marketing. Plan, create and share content about the company. This is to attract readers to know about the business and motivate them to become buyers. This content

can be created in the form of blog uploads, social media, articles, *e-books*, infographics and online brochures.

3. Marketing automation. Marketing automation is a technique of automating repetitive tasks. Tasks such as workflows, content upload arrangements, and campaign reports. This automation can be done on digital channels such as email and social media.

4. *Pay-Per-Click* (PPC). PPC is a way to drive *traffic* to a manufacturer's site for a pay-per-click fee. For example*, Google AdWords*, the manufacturer pays and then gets the top slot of every search on Google and is charged for each click. In addition, there are also Facebook Ads and LinkedIn Sponsored Messages.

5. *Native advertising*. Paid forms of content are displayed in a form that bears some resemblance to the media content and its placement. Content that looks and functions like part of related media. For example, Promoted Posts on Instagram and Facebook.

6. *Affiliate* marketing. Affiliate Marketing is when a manufacturer partners with another person's services or sites to create a commission by referring readers or visitors to the manufacturer's business. For example, hosting video ads with Youtube.

7. Social media marketing. Manufacturers promote *brands* and content on social media such as Facebook, Whatsapp, Twitter, Facebook Messenger. Social media is a means to exaggerate a *brand*.

With such rapid growth and progress in the digital industry, it must be followed by the development of technology that is increasingly advanced and developing. The number of online-based application sites that have sprung up will make it easier for consumers to get what they need.

Starting from the ease of ordering transportation to the ease of ordering various repair, service and *maintenance* services. Likewise, the ease of buying food without having to bother leaving the house, to buying various products of any kind. Now any goods or services that consumers need and want can be reached more easily through online-based buying and selling sites.

However, this convenience does not necessarily make it easy for consumers to decide to buy the products they want. Competition between producers in creating interesting content to display in their marketing in cyberspace, confuses consumers. Competition is getting higher. This is seen from the many choices, the availability of communication tools in marketing, the lack of differences in brands, and increasingly complex information about sales. This causes *confusion* for consumers and difficulties when processing information.

A. Causes of Consumer Confusion in E-Commerce

As digital marketing and social media become increasingly important with the times, businesses rely on technology-based marketing to run their trademark marketing campaigns. Marketing through content, email, online media, and mobile is just part of digital marketing management. While the key to keeping businesses ahead of the world of digital marketing is to create, execute, and monitor a comprehensive digital marketing strategy.

In the past, business people had a limited reach and scope to carry out buying and selling activities. However, nowadays with the development of information technology and the internet, buying and selling activities have wider access and scope. This creates increasingly fierce competition between business people to dominate the market and attract

more buyers to increase sales. This is evidenced by the increasing number of product and service variants offered by manufacturers to potential consumers.

This revolution is known as *online shop* or *e-commerce*. Online shopping or *e-commerce* is a transaction process that is carried out through the media or intermediaries, namely several online buying and selling sites or social networks that provide goods or services that are traded (Aco, A., & Endang, H. (2017).

The intermediary of the site is in the form of *a marketplace* or electronic marketplace that connects sellers and buyers without having to meet face-to-face when doing buying and selling activities such as Shoope, Tokopedia, Zalora and so on. Meanwhile, social media itself such as Facebook, Instagram, and Tiktok also have a function like *a marketplace* and are used as a product marketing medium. The increasing development *of online shops* or *e-commerce* also gives rise to fierce competition between *online shops*. Online *shop* entrepreneurs compete to make unique product marketing and attract buyers.

It turns out that marketing carried out by manufacturers cannot simply satisfy consumers. Currently, many consumers experience *consumer confusion* or confusion in determining the selection of products they will buy. Consumer confusion is a state of mind that causes consumers to make purchasing decisions that are not sure of the correctness of their purchase decisions. Confusion occurs when consumers fail to understand or interpret products and services correctly.

This problem of consumer confusion is important for manufacturers, as consumer confusion can result in decreased sales, decreased satisfaction with the product, and difficulty communicating effectively with consumers. It is a subject that should be studied extensively because it is part of consumer behavior and decision-making.

Mitchell and Papavassiliou (1999) claim that there are three main causes of consumer confusion namely: too many product and store choices, product similarities, and unclear or ambiguous information. Confusion about similarities is defined as a potential alteration of a consumer choice or an improper evaluation of a brand caused by a similarity of a product or service (Mitchell et all., 2004) in Leek (2006). Confusion over too many choices is caused by the quantity of relevant informational decisions and brand choices (Mitchellet all., 2004) in Leek (2006).

Too many product and store choices occur when a series of purchasing choices becomes overwhelming for consumers. The more product and store choices there will be, the more consumers will choose, this is the main cause of *consumer confusion.* Not to mention the confusion about the similarity of the products being marketed. The similarities in the product are seen in the color, shape of the packaging, brand writing, product images displayed, and prices that are only slightly less expensive or less expensive.

This may mislead consumers to buy. Because consumers think that different products in a category, have visual and functional similarities. So that when faced with these conditions, consumers experience confusion that has the potential to change their decision.

This confusion is continuous with the amount of information obtained by consumers. Product and brand information that is almost similar and disguised confuses consumers. This happens when consumers have a sense of curiosity about a product.

Meanwhile, consumers will experience uncertainty when there is a gap in the available information. Too much information around the product also bothers consumers, as it forces them to engage in a more complicated and time-consuming buying process.

It is difficult for consumers to compare and assess information when the information they get is excessive. So that it makes consumers dissatisfied, unsure of their choices, tends to delay decision-making, and ultimately postpones purchases.

Talking about a large amount of information, it allows consumers to fail to understand the important small parts of the information, which results in confusion (Mitchellet all., 2004) in Leek (2006). (Mitchell et all., 2004) in Leek (2006) defines confusion over ambiguity as a lack of understanding during which consumers are forced to reevaluate their beliefs about products.

Information processing depends on the consumer's cognitive abilities and the completeness of the information received. Consumers who have greater cognitive ability will more easily obtain information about a product and are better able to integrate some information about product attributes than those with lower cognitive abilities (Kanuk, 2007).

Barry Schwartz said that this phenomenon can cause *consumer confusion* (Schweizher, 2006). *Consumer confusion* is an emotional state that makes it difficult for consumers to choose and interpret stimuli (Schweizher, 2006). Consumers fail to interpret aspects of various products while processing information, resulting in misunderstandings and misinterpretations in marketers (Turnbull, 2000).

Consumer confusion occurs due to a dynamic industrial world consisting of fast-moving players, technological changes and fierce competition (Turnbull et al., 2000). The growing number of products, brands, and stores in the market that tend to have relatively small differences makes consumers stuck in confusion. So that it affects consumer trust in products, brands, and stores.

B. Consumer Trust

Consumer trust is the consumer's belief in a company, that the company will deliver on its promises and do the right thing for customers. Businessmen are required to have the principle of honesty in order to get the key to lasting success. If there are entrepreneurs who are dishonest and fraudulent, it is likely that there will be no business actors who want to cooperate.

According to Morgan and Hunt (1994), consumer trust in a brand can be measured by asking whether the brand is reliable and whether respondents want to trust it. With this consumer trust, marketers will establish relationships with trading partners, gain long-term benefits by defending existing partners.

Consumer trust and satisfaction must be the focus of manufacturers to achieve company success. Consumer trust and satisfaction will create a retention strategy that can increase the company's profits. Because the cost of retaining existing consumers is cheaper than the cost of finding new consumers. Satisfaction not only encourages consumers' behavioral tendency to make a repurchase, but also encourages them to do *a positive word of mouth* (Stanton, 1998).

The confusion that occurs in consumers results in a decrease in trust in products and manufacturers. The higher the similarity of products, the lower consumer trust and

satisfaction, and the more consumers delay purchasing decisions. The more product and store choices, the more reluctant consumers are to transmit information, consumer trust and satisfaction decrease, and consumers delay purchase decisions. The higher the unclear or ambiguous information, the more reluctant consumers are to be involved in transmitting information and their satisfaction decreases.

By having knowledge of the product, it will reduce consumer confusion in choosing a product. Matzler, Waiguny, and Fller 2007 and Matzler, Stieger and Fuller 2011 have proven that product knowledge has been proven to reduce consumer confusion. Several factors that cause consumers to reevaluate their trust in products are due to a lack of understanding of the product.

a. Technological complexity. This happens when consumers are unfamiliar with the technological language used to describe product features. So that it causes consumer failure in purchasing products that do not satisfy their needs as they want. The complexity of technology will be a problem with products such as mobile phones, computers, and so on, but it is possible that other products can also be affected by this problem, such as organic food and clothing.

b. Ambiguous information or dubious product claims. Indeed, the fact is that various consumer laws and institutions have been established to protect consumers. However, there are still manufacturers who provide product information in an ambiguous manner or make misleading claims about their products. It is possible for consumers to get conflicting information about products, because they get information from various contradictory sources.

c. Improper interpretation. When one or more of the above factors occur, consumers are likely to make incorrect interpretations. However, if the product information is clearly shown, there is still a possibility that the consumer can translate it correctly so that there is no confusion over ambiguity.

Satisfaction in *online* shopping affects commitment *(e-commitment)* because trust *(e-trust)* and commitment are two factors that interact with each other, and then encourage communication. So that consumer loyalty will be created and shopping repeatedly to build loyalty to a product or service. Honest service in delivering orders and appreciating consumers will have such a positive impact on the company's development.

Some indicators of consumer confidence include; Consistent in quality, understanding consumer desires, composition of information with product quality, reliable products. If this indicator is tarnished, consumer confidence will automatically be lost which will result in the cancellation of product purchases. According to Setiadi (Etta, 2013:121) defines that the core of consumer decision-making is the process of integrating knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration is a choice that is presented cognitively as a behavioral desire.

From the above explanation, it can be concluded that all behaviors are based on the desire that results when the consumer consciously chooses one of the alternative actions that exist. Trust can also arise from word of *mouth power*. The power *of Word of Mouth* can greatly influence consumers in making product purchase decisions.

C. *Word of Mouth*

Word of mouth (WOM) which means the power of mouth. This strategy is a marketing strategy to market a product or a business from word of mouth. This form of promotion is considered effective, because people trust promotions from their closest people more than promotions from product owners.

The definition of *word of mouth* according to Thurau and Walsh (2003: 12), *word of mouth* is all informal communication directed to other customers regarding ownership, use or characteristics of a product.

Word of mouth according to Tjiptono (2002: 29), *word of mouth* is a statement (personal or non-personal) conveyed by someone other than the organization (service provider) to the customer.

Word of mouth according to Rosen (2004: 8), *Word of mouth* is all word-of-mouth communication about a brand. Word of mouth is the amount of word-of-mouth communication regarding a particular product, service or company at any stage of time.

Based on this definition, it can be concluded that *Word of mouth* is a form of individual communication that aims to inform or influence others to use products or services.

Word of mouth is also called free *advertising*. Many consider *Word of mouth* to be an advertisement. According to Buttle (1998), Swan and Oliver (1989), *word of mouth* and advertising are two different things. Advertising is a form of nonpersonal presentation of products or services financed by the company. Meanwhile, *word of mouth* is more emphasized on the personal relationship between customers and other customers based on the experience of a product communicated to other customers.

However, sometimes *word of mouth* is used by producers as a promotional tool by rewarding people who do it. So it is not purely because of the consumer's desire to give their testimonials because of satisfaction with the product. To make it easier to distinguish between advertising and *word of mouth*, word *of mouth* can be identified based on its characteristics. Buttle (1998: 21), mentioned that *word of mouth* has the following characteristics:

1. *Valence.* From a marketer's point of *view, word of mouth* can be both positive and negative. *Positive word of mouth* occurs when consumers are satisfied with the performance of the product or service, while negative *word of mouth* can occur when consumers feel disappointed with the performance of the product or service.
2. *Focus.* The company not only tries to create *word of mouth* among customers, but also tries to create *word of mouth* among intermediaries, *suppliers*, and *referrals*.
3. *Timing. Word of mouth referrals* can occur before and after purchase. *Word of mouth* can serve as an important source of information during the pre-purchase process. This is called *word of mouth input.*Customers can also do *word of mouth* after the purchase process or after gaining experience after consuming a product or service, this is called word *of mouth output*.
4. *Socializations.* Not all *word of mouth* comes from the customer, *word of mouth* can be offered or with a request, and it can be seen. However, when information from the authorities or officials is seen, listeners will seek input from opinion leaders or influencers.
5. *Intervention.* Although *word of mouth* can be directly done by customers, but the

company does not necessarily let *word of mouth* happen on its own, the company pro-actively intervenes to stimulate and manage *word of mouth* activities. Managing *word of mouth* can be done in individual and organizational settings. Invidual can be the party that carries out *word of mouth* activities or as the receiving party then follows the message conveyed in *the word of mouth*.

According to Kaplanidou and Vogt (2001: 2), there are several reasons that make *word of mouth* a strong source of information, namely as an honest and independent source of information, a strong source of information, tailored only to people who are interested in listening to it, not limited by financial circumstances, social circumstances, time, or other physical barriers.

From several studies that have been conducted, it is generally concluded that *word of mouth* has a greater influence than information sources controlled by other marketers. As revealed by Hair, et al., (1998), *word of mouth* shows its influence on various conditions such as *awareness*, expectations, perceptions, attitudes, and behaviors. Buttle (1998) stated that in the field of professional services*, word of mouth* has a greater effect of empathy when making purchasing decisions compared to other sources of influence.

From the results of the researcher's observations, consumer trust has a positive effect on the willingness of other consumers to do WOM. The level of consumer confidence is influenced by the perceptual assessment of consumer confusion with the product. If consumer trust is formed, it will automatically encourage other consumers to do WOM. This means that consumer trust has a positive and significant effect on WOM if the trust formed is positive, and vice versa. So that consumers can make strategies to overcome confusion.

D. Strategies to Reduce Confusion

When confusion reaches an inappropriate point, consumers will implement various strategies to reduce or eliminate the confusion. Mitchell and Papavassiliou (1999) propose a number of common strategies such as postponing or canceling purchases, clarifying goals, involving family and friends, seeking additional information.

Likewise, Ballantyne et all., (2006) in Kasper (2010) stated that increased consumer confusion will give rise to strategies used to deal with this confusion that consumers will use as a way to simplify the decision-making process.

Delaying or canceling a purchase will be a consumer choice that leads to a number of brands or stores and functions, of the product. Clarifying the purpose can lead to a reduction in the level of consumer confusion. This is obtained when consumers narrow down the available options by setting one of the criteria that must be able to meet, the consumer may be buying the latest model or the most well-known brand (Mitchell and Papavassiliou, 1999).

When setting the criteria, people have used brands, stores, and market share as indicators of product quality (Duncan and Olshavsky, 1982) in Leek (2006). By involving family and friends to share or make purchasing decisions, consumers can use information in the decision-making process. Because every individual will record positive and negative experiences of the product.

Searching for additional information is also one of the most common strategies to reduce confusion. Location information can be obtained from various sources (store servers, advertisements, etc.). Shopkeepers are not believed to be an important source of information due to their infreedom. However, a good sales presentation can influence a good consumer reaction regardless of the level of product knowledge (Levitt, 1981) in Leek (2006).

Delegating decision-making to others or asking for advice from others may occur at a time when consumers are completely confused by the amount of information and choices they face. On the other hand when the confusion is not too high, consumers can buy the same product again and be loyal to that brand. It seems reasonable to expect that with varying degrees of consumer confusion, consumers can adopt different strategies to overcome the confusion they face

Communication is proven to have an effect on customer satisfaction, with a site that has good terms and conditions, customers can actively review products on the site, and this site gives its customers the freedom to exchange ideas. Gefen and Straub (2001) found that human-machine communication, or at least the belief that electronic systems have social characteristics, is essential for building online consumer trust.

Then, Mukherjee and Nath (2003) stated that the stage at which a website can enhance its social communication which includes openness, speed *of response* and quality *of information* will Customer Satisfaction Analysis (Asmai Ishak 151) affect the ability of the site to meet the needs of internet users and affect the satisfaction of its users.

Furthermore, customer satisfaction has also been proven to affect *Word of Mouth* (WOM) commitment and communication. Mukherjee and Nath (2007) stated that satisfaction with the characteristics of sites in *online* shopping affects commitment (*e-commitment*) because trust (*e-trust*) and commitment are two factors that interact with each other. They also argue that this satisfaction also encourages *Word of Mouth* (WOM) communication. Then, commitment also affects WOM, Cater and Zabkar (2008) stated, commitment symbolizes implicit and explicit guarantees from service providers which refers to the willingness to develop and maintain positive exchange relationships. Mukherjee and Nath (2007) define commitment as a form of association and belonging as well as affective commitment. They argue that *e-trust* has a positive effect on *e-commitment* and e-commitment has a positive effect on WOM behavioral intentions, purchase intentions, and follow-up interactions also have a positive effect on *online purchase* intentions.

Rauyruen and Miller (2007), Cater and Zabkar (2008), and Chung and Shin (2010) that high commitment will encourage positive WOM communication among customers. Overall, this study shows that site characteristics as *antecedent* factors have an influence on satisfaction which then also creates WOM commitment and communication as a *consequence* factor. Then, satisfaction and commitment are also *antecedent* factors that drive *consequence* in the form of WOM communication.

In the era of globalization like today, technological developments affect people's attitudes and behaviors in choosing, consuming, and using which products are felt to have good quality and quality and are environmentally friendly. Therefore, manufacturers are

required to always innovate in order to be able to answer all needs and demands in accordance with the expectations of consumers and be able to continue to compete.

The process of a consumer's purchase decision includes the recognition of needs, information search, alternative evaluation, purchasing decisions and post-purchase behavior. A lot of research has been done on customer behavior towards purchasing decisions. From the Journal of Online interaction readiness: conceptualisation and measurement Yuping Liu, Old Dominion University, USA (2010) came to the conclusion that the internet is a media that cannot be denied to be one of the good marketing communication tools. In addition to being accessible anytime and anywhere, the internet is a cheap and fast communication medium. And everyone will need the internet in the future. (Karina, 2013:2)

From the Journal of Online Buying Decisions and Factors Influencing It (Yohanes Suhari, Faculty of Information Technology, Stikubank University, Semarang, 2008) it was concluded that the decision to buy through online which is preceded by the recognition of needs, information search, and alternative evaluation is influenced by many factors. These factors can be grouped into internal factors, namely consumer psychology, and external factors, which consist of the socio-cultural environment of the community, and marketing stimuli.

Many factors influence consumer behavior in deciding a purchase. In making a purchase decision, a consumer is influenced by internal factors and external factors. In addition, the number of online shopping sites will be more noticed by consumers, where there are certain sites that are deceptive, unclear, and so on. Assidiqi (2009) concluded from research that the variables of usability (ease of use of objects), interactivity, trust, aesthetics, and marketing mix that affect only usability and aesthetic factors in online purchase decisions for electronic goods.

Jarunsak Sekram also conducted research that marketing mix factors affect purchase decisions on clothing products, such as various products, popular designs, sales promotions, timely online delivery, easy access to websites, ease of communication via e-mail or Facebook as advertised.

Purchasing decisions are things that consumers will do when consumers know a product and decide to buy the product. Whether or not a product is attractive can affect consumers' purchasing decisions. The more product benefits offered, the higher the consumer's desire to buy. The purchase decision is very important. There are many things that can influence the purchasing decisions that consumers make. Companies must have a strategy in order to attract consumers to make purchases of a product (Swastha & Irawan, 2013).

The process of purchasing decision according to Prof.DR.H. Bachari Alma (2009:104). There are several processes in buyer decision-making, namely:
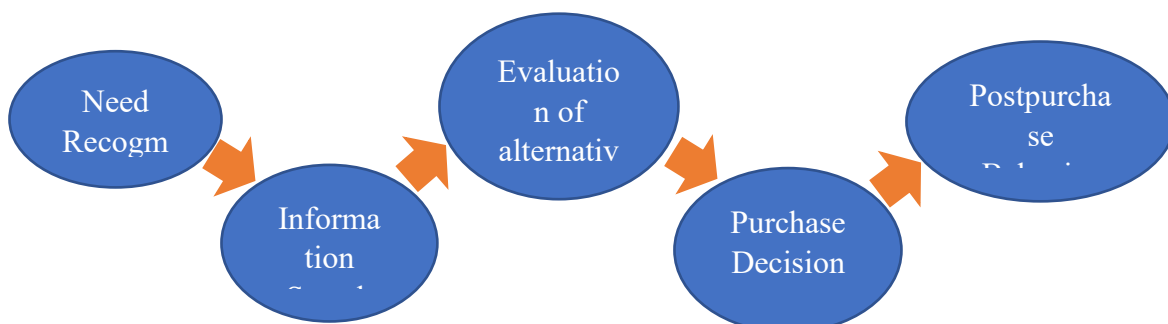

Consumer Confusion Shopping in E-Commerce

Figure 1. Purchase Decision Process

1. Need Recognition. The emergence of needs is the first process of demand, because there are desires and needs of consumers that have not been met and satisfied. Assauri (2013:141). Needs can be triggered by internal design when one of a person's normal needs, such as hunger, thirst, sex, arises at a high enough level that it becomes an impulse. Needs can also be triggered by external stimuli such as wanting to treat friends, or due to certain food advertising factors.

2. Information Search. Information Search is a stage of the purchase decision process where consumers want to search for more information, consumers may just increase their attention or search for information more actively. Search for information about what to buy, how to buy, where, and so on, then a person looks for information that can be obtained from personal sources such as family, friends, and colleagues. From commercial sources such as advertisements, salespeople, viewing displays. From public sources such as mass media, newspapers, television, and radio. And from past experience, have used a product, or seen it.

3. Evaluation of alternatives. In this case, consumers have very different evaluations because it depends on the choice of product attributes, according to or not according to their wishes. Also, consumers have different levels of meeting their needs, some are very urgent, some are not so urgent, and can still be postponed next time. Then the brand factor also really determines the alternative, because there are consumers who are already very fanatical about a brand, it is difficult to switch to other brands. Finally, the consumer's consideration is total satisfaction with the alternatives he takes. For example, TV products are judged by the image, color, price. Hotels are rated for location, cleanliness, comfort, price and so on.

4. Purchase Decision. The purchase decision is a stage that must be taken after going through the stages above. When the consumer makes a decision, he will have a series of decisions regarding the type of product, brand, quality, model, time, price, payment method, etc. Sometimes in this decision-making there are other parties who have the final influence, which must be reconsidered, so that they can instantly change the original decision.

5. Purchase Decision Postpurchase Behavior. This post-purchase behavior is largely determined by the consumer's experience in consuming the products he buys. Whether he will be satisfied or disappointed, so it depends on the distance of expectations from the reality at hand. If he is not satisfied with the reality, then he will be disappointed. If it matches what is expected and what is experienced, it means that it is satisfied, and if the reality is better than expected, then he will be very happy. Usually, the consumer's expectations are higher, because they hear the seller's story, or because his friends' comments about the product are very good, and if it is not true, then he will be very disappointed. Therefore, there is no need for sellers to overstate the advantages of their products, so that the distance between expectations and reality experienced by consumers is not too far, so that consumers feel satisfied, finally a good relationship is established.

Buying interest is also the behavior carried out by different individuals, in deciding on a consumer's purchase plan. The behavior of purchasing decisions for a product occurs after the consumer experiences a series of thoughts in his mind that occur the consumer's perception of the brand and the environment that affects it, which will subsequently produce a behavior on brand selection. Before someone decides to make a purchase, there will be a buying interest in the consumer's mind (Kotler, 2013).

Buying interest is part of the component of consumer behavior in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented. The importance of measuring consumer buying interest to find out the desire of customers who remain loyal or abandon a good or service. Consumers who feel happy and satisfied with the goods or services they have purchased will think about buying the goods or services again (Thamrin, 2013).

Based on the researchers' monitoring, it shows that consumers' purchasing decisions are mostly influenced by product conditions, packaging conditions, brands, seller services, product availability, product size and sales time. This is a consumer's assessment before purchasing the product. In making a purchase plan, consumers are faced with various alternative product choices, product quality, brands, places and other choices. Therefore, consumers often face confusion in choosing products, so before making a purchase, consumers must think about what products they will buy. Consumers buy and consume products not just because of their initial functional value, but also because of their social and emotional value.

The impact of this confusion can lead to the cancellation of *the e-commerce* shopping cart.Confusion of unclear or ambiguous information, too many product and store choices, similarities of products influence consumer decisions to shopping cart abandonment.

Other consumer reviews of products on *e-commerce* influence consumers in making decisions. The information available in *e-commerce* reviews can cause confusion during the purchase stage, and consumers cancel the purchase to get out of the confusion.

One of the complexities of understanding consumer shopping motivation is that there are many reasons that overlap, influence, and mix. The reason a person buys a product is not solely about having, but rather what the product means to him. In many cases, a person's urge to buy something is triggered by a desire to *upgrade* themselves.

There are many reasons for someone to buy a product. Usually, these reasons are mutually exclusive, mutually supportive, and complementary. Everyone has their own unique reasons when buying a product. Even though it's the same product. In general, when a person buys a product, he or she is not only considering its usefulness, but also meeting physiological needs.

Understanding the reasons of consumers not only helps manufacturers market their products, but also helps manufacturers market the more meaningful value and benefits of the product. So content marketing is not just about creating content. Content marketing is ideally concerned with how to present messages, delve deeper into consumer needs and desires, connect with consumers in a natural, authentic, and unique way.

So, every word written, every design made, every discount given, or every element of marketing content presented has its own role in building relationships with consumers. With this approach, content marketing will not only be more effective, but also more impactful. For

this reason, in every content marketing activity, producers need to make sure they understand consumers.

CONCLUSION

The results of the study show that consumer characteristics affect the motive of online shopping, while on the producer side, the characteristics of the site convenience, design, informative, security, and communication facilities have a significant effect on customer satisfaction; This satisfaction further drives commitment and word-of-mouth (WOM), and consumer commitment has been proven to strengthen WOM. Site quality triggers satisfaction, then continues on consumer commitment and recommendations, thus demonstrating the robustness of the content-loyalty theory in the context of online retail. By implication, marketers need to prioritize intuitive interface design, informative-relevant content, transaction security, and two-way interaction channels to foster satisfaction and trust. Content strategies should also be solution-oriented: dig into common consumer questions, offer honest, authentic, and story-based answers so as to build trust before explicit product promotions. Thus, the combination of superior site experience and valuable content marketing will increase confidence, trigger purchase decisions, and foster sustainable positive WOM, making consumer trust the main key to online sales growth.

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